



# 3<sup>rd</sup> Global Spiritual Tourism Conclave



12 June 2026 | Shirdi, Maharashtra



# BACKGROUND

Spiritual tourism is one of the fastest-growing segments of the global travel and tourism industry, attracting travellers seeking inner wellbeing, cultural immersion, pilgrimage experiences and faith-based journeys. According to global tourism industry estimates, the religious tourism market is projected to exceed USD 600 billion by 2030, reflecting growing demand for faith-based travel, meditation retreats, spiritual learning experiences and wellness journeys.

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## **Economic Powerhouse**

> India's spiritual tourism sector is estimated to touch \$59 billion by 2028, with over 100 million jobs expected to emerge by 2030

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## **Demographic Shift**

> There is a 35% increase in group travel for spiritual purposes, driven by a growing number of younger travellers and women seeking profound experiences

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## **Inbound Surge**

> Inbound spiritual tourism has seen a 21.4% rise, fuelled by major festivals and enhanced digital outreach

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## **Domestic Dominance**

> In 2022, 1,433 million domestic visitors explored pilgrimage sites across India

India occupies a unique position in this global landscape. As the birthplace and spiritual heartland of several faiths and philosophical traditions, the country attracts millions of pilgrims and spiritual seekers every year. Large gatherings such as the Kumbh Mela, major pilgrimage circuits and the growing popularity of yoga and wellness retreats demonstrate the enormous scale and economic potential of spiritual tourism.

Recognizing this growing momentum, PHDCCI has been actively fostering dialogue and collaboration in the sector through the Global Spiritual Tourism Conclave series. Following the success of previous editions, **रुह्म** romantic 3.0 aims to bring together policymakers, tourism boards, spiritual institutions, travel industry leaders and scholars to shape the future of spiritual tourism in India and globally.

Hosting the conclave in Shirdi will provide an ideal platform to highlight Maharashtra's spiritual diversity while exploring innovative strategies to integrate spirituality, culture, tourism and wellness.



# KEY OBJECTIVES

- ✦ Position Maharashtra as a global spiritual tourism hub and gateway to India's pilgrimage circuits
- ✦ Explore opportunities for developing integrated spiritual tourism circuits
- ✦ Discuss strategies for managing high-density urban spiritual sites
- ✦ Gain insights on technology, digital platforms and AI-driven pilgrimage services
- ✦ Foster dialogue on integrating contemporary trends and bhajan clubbing to attract youth
- ✦ Strengthen collaboration between government, tourism boards and spiritual institutions

## STAKEHOLDERS

- ✦ Ministry of Tourism, Culture, Civil Aviation
- ✦ State Tourism Boards, Pilgrimage Authorities
- ✦ Technology Companies and Digital Platforms
- ✦ Hospitality and Travel Industry Professionals
- ✦ Airlines and Charter Companies
- ✦ Travel Agents and Tour Operators
- ✦ Academic Researchers and Scholars
- ✦ Spiritual Leaders and Cultural Influencers
- ✦ Local Communities & Destination Managers
- ✦ Media and Tourism Journalists

## WHY PARTICIPATE

- ✦ Gain insights into the USD 59 billion potential of India's spiritual tourism sector
- ✦ Network with industry leaders, policymakers and spiritual practitioners
- ✦ Build partnerships with tourism authorities to enhance visitor experiences
- ✦ Discover new opportunities in pilgrimage, wellness and experiential spiritual tourism
- ✦ Enhance tourism offerings with innovative pilgrimage models
- ✦ Exchange global best practices in pilgrimage crowd management



# Glimpses of Previous Editions



**PARTNERSHIP OPTIONS AVAILABLE**

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